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02.61

=1945

GOLDFARB'S

*Leading Varieties
of Flowering*

BULBS and PLANTS

*for Summer and
Early Fall Planting*

ORDER NOW—SAVE UP TO 20%



→
**BEARDED IRIS
CARFAX**

Silver Medal Winner.
Huge velvety purple
blooms. A real sensa-
tion. 42 in. 60c each;
12 for \$6.50.

FREE

This Magnificent
Tall Bearded Iris
Free with Each
Blue Ribbon Iris
Collection

Blue Ribbon TALL BEARDED IRIS COLLECTION

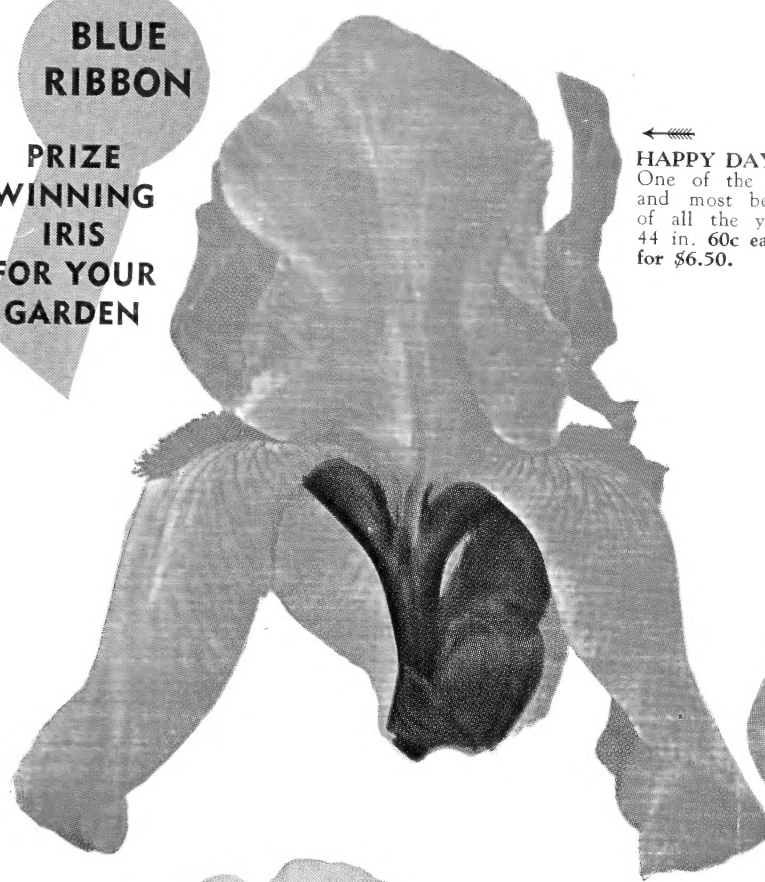
A Wealth of Color Following the Tulips

8 PLANTS (1 of each illustrated) **ONLY \$3⁹⁵**

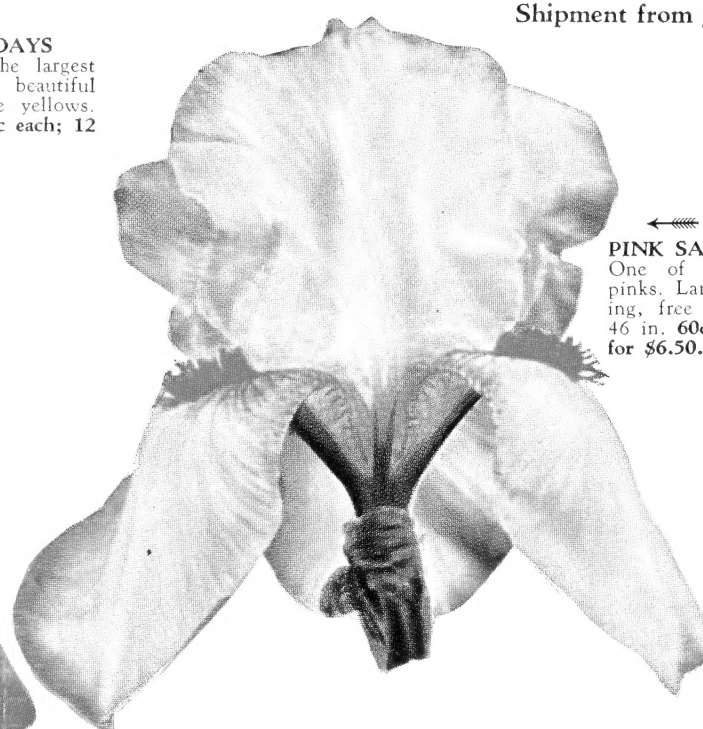
Shipment from July 15.

**BLUE
RIBBON**

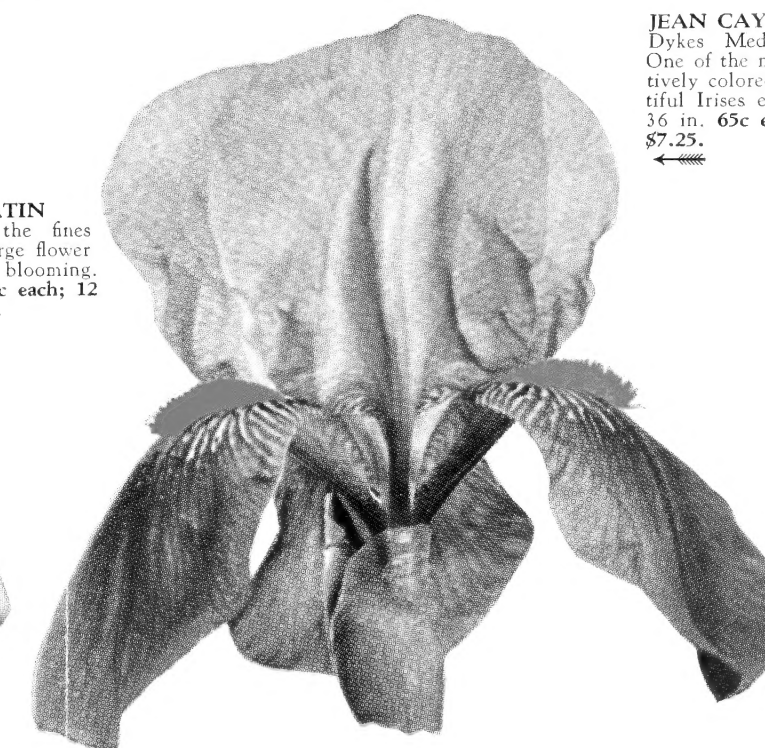
**PRIZE
WINNING
IRIS
FOR YOUR
GARDEN**



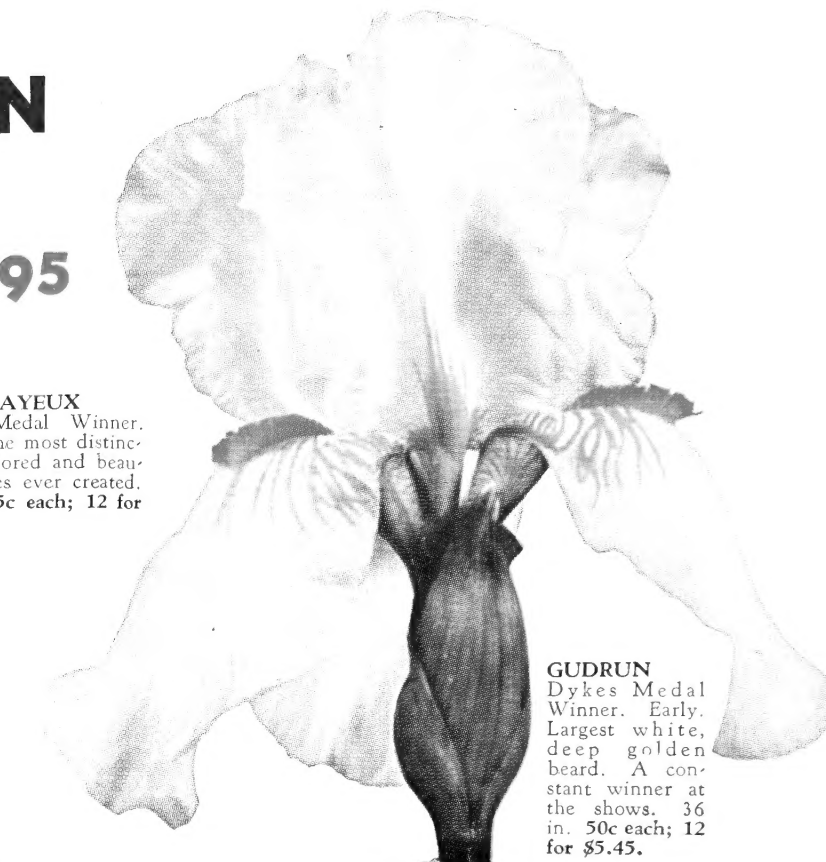
← **HAPPY DAYS**
One of the largest and most beautiful of all the yellows. 44 in. 60c each; 12 for \$6.50.



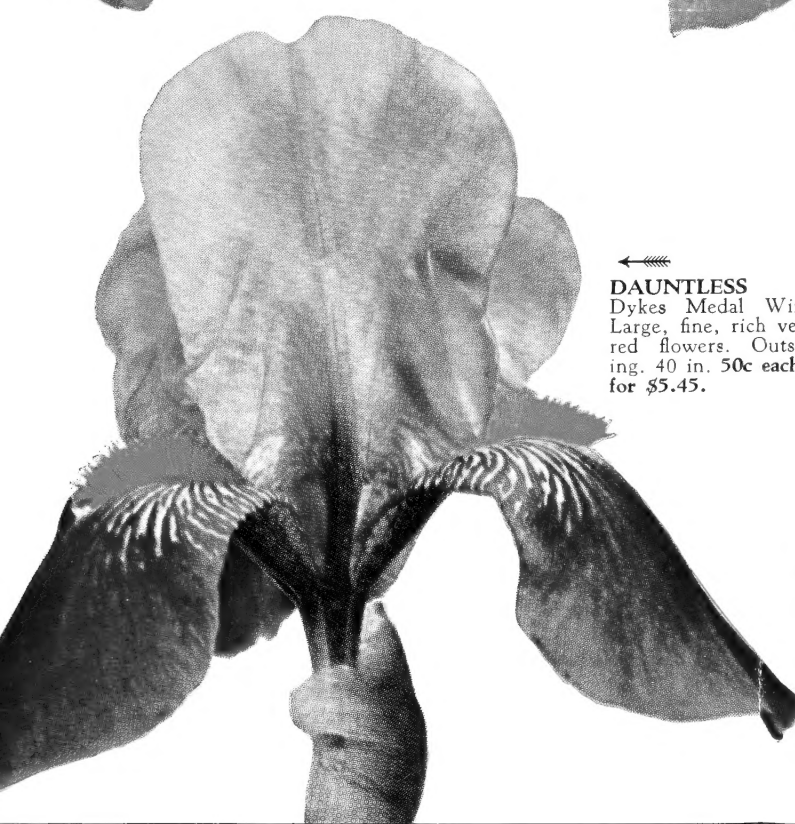
← **PINK SATIN**
One of the finest pinks. Large flowering, free blooming. 46 in. 60c each; 12 for \$6.50.



← **JEAN CAYEUX**
Dykes Medal Winner. One of the most distinctively colored and beautiful Irises ever created. 36 in. 65c each; 12 for \$7.25.



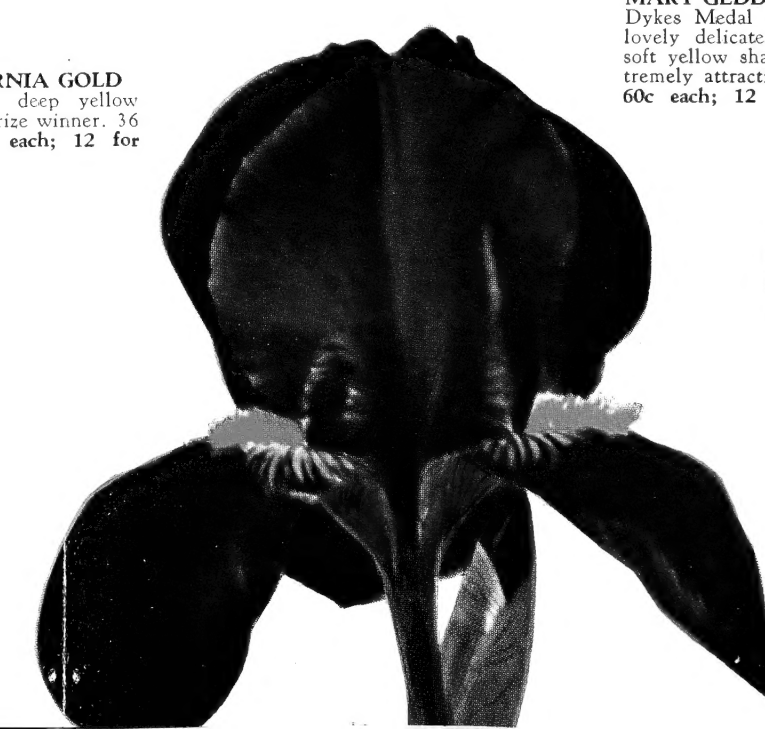
GUDRUN
Dykes Medal Winner. Early. Largest white, deep golden beard. A constant winner at the shows. 36 in. 50c each; 12 for \$5.45.



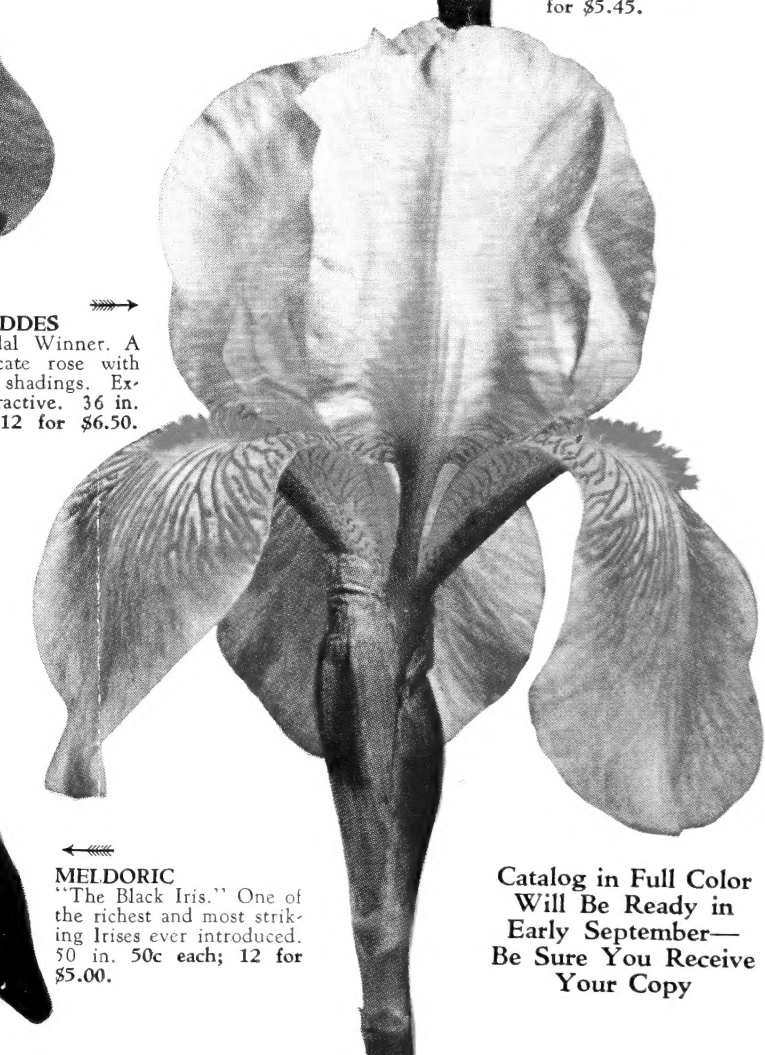
← **DAUNTLESS**
Dykes Medal Winner. Large, fine, rich velvety red flowers. Outstanding. 40 in. 50c each; 12 for \$5.45.



← **CALIFORNIA GOLD**
The best deep yellow Iris. A prize winner. 36 in. 75c each; 12 for \$8.25.



← **MELDORIC**
"The Black Iris." One of the richest and most striking Irises ever introduced. 50 in. 50c each; 12 for \$5.00.



→ **MARY GEDDES**
Dykes Medal Winner. A lovely delicate rose with soft yellow shadings. Extremely attractive. 36 in. 60c each; 12 for \$6.50.

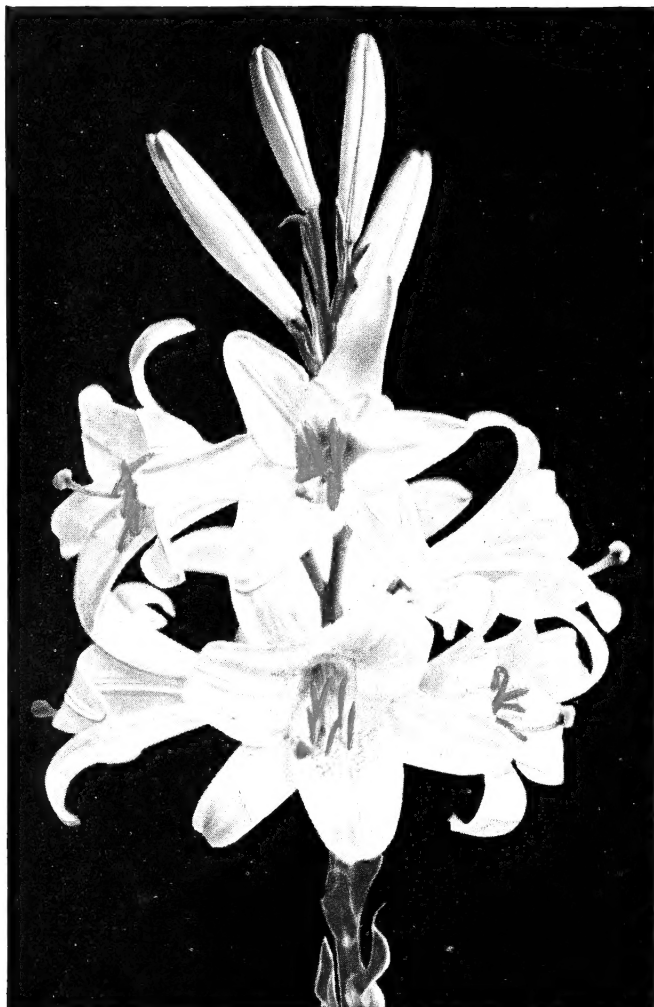
Catalog in Full Color
Will Be Ready in
Early September—
Be Sure You Receive
Your Copy

Holland Bulbs

This year we have every reason to expect a welcome shipment of **DUTCH BULBS** from Holland's foremost bulb grower with whom we have long been affiliated.

It will be our pleasure to bring again to your garden some of the outstanding Dutch Bulbs which include the ever-popular varieties of Tulips, Hyacinths, Crocus, Snowdrops, etc. Also, in accordance with Goldfarb's long established policy, we will continue to sell these Dutch Bulbs at a reasonable price so that everyone may enjoy them.

NOTE: Our Big Fall Bulb Catalog in full color will be ready in early September. Be sure you receive your copy.



The Beautiful Madonna Lily "Queen of the Garden"

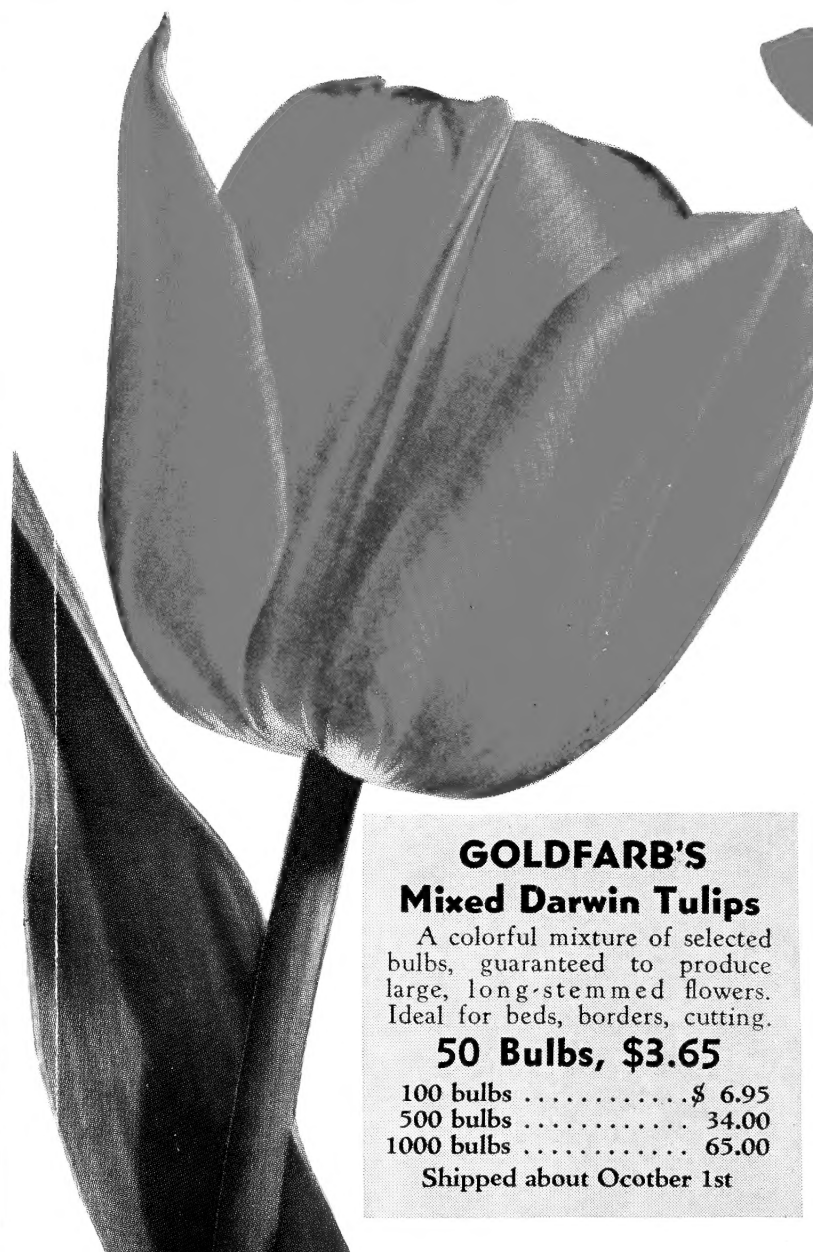
Masses of pure white, broad trumpet-shaped blossoms in early June. Five to fifteen sweetly scented blooms on stalks 3 feet high. Easy to grow; plant bulbs only 2 inches deep in any light garden soil. Particularly attractive when planted in groups of three or more among blue Delphiniums.

BLOOMING SIZE BULBS
6 for \$2⁰⁰ • 12 for \$3⁹⁵

Mammoth Bulbs: 3 for \$2.00; \$7.50 per doz.

Jumbo Bulbs: \$1.00 each; \$11.00 per doz.

Shipment about September 1st.



GOLDFARB'S Mixed Darwin Tulips

A colorful mixture of selected bulbs, guaranteed to produce large, long-stemmed flowers. Ideal for beds, borders, cutting.

50 Bulbs, \$3.65

100 bulbs \$ 6.95
500 bulbs 34.00
1000 bulbs 65.00

Shipped about October 1st

King Alfred

America's Majestic Daffodil



The King of Daffodils. Outstanding in every garden. Particularly attractive when planted in groups of 12 or more in beds and in the foreground of evergreen and shrubbery borders.

12 Large Bulbs ONLY \$1.65

50 for \$6.25; 100 for \$12.00.

Shipment about October 1st.



**Plant Brilliant Oriental Poppies
This Fall for Blooms in May-June**

Special Offer No. 90

Choice

Oriental Poppies

Sturdy plants, good varieties, our selection of brilliant colors.

5 for only \$2.45, postpaid
2 Special Offers for \$4.75

NOTE: Postpaid within 300 miles of New York City, beyond, express charges collect.

NOVELTY GAILLARDIAS

COLORFUL BLOOMS UNTIL FROST

Mr. Sherbrook. Clear golden yellow. 2 ft.

Ruby. Brilliant ruby-red. 2 ft.

The King. Brilliant showy flowers of unusual size. 2 ft.

Goblin. Red and gold. Compact bushy plants. 12 to 15 inches high.

SPECIAL OFFER No. 58

8 plants (2 each of above)
Postpaid

\$3.65

Separately, 3 for \$1.50; 6 for \$2.85

Shipment about September 15.

REG. U.S. PAT. OFF.
CYANOGAS
CALCIUM CYANIDE

ANT-KILLER

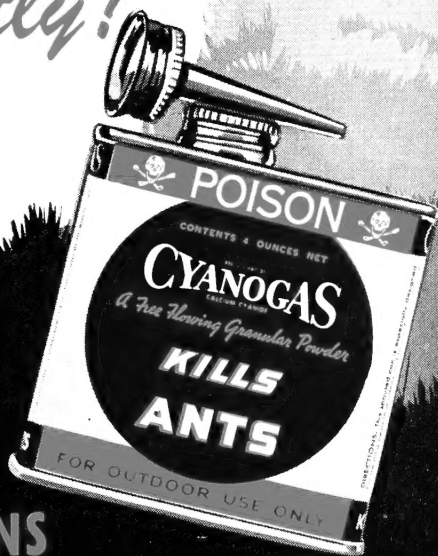
**A
GAS-PRODUCING
POWDER**

... NOT a BAIT!

PENETRATES NEST

KILLS ANTS

instantly!



**PROTECTS
GARDENS
AND LAWNS**

REG U S PAT OFF

CYANOGAS

CALCIUM CYANIDE

KILLS ANTS INSTANTLY!

Ant nests can dangerously disturb root systems. Ants themselves are the "caretakers" of certain destructive insects such as aphids and mealy bugs. Protect your lawns and gardens with CYANOGAS.

A small quantity of CYANOGAS injected into the ant nest evolves a gas which penetrates quickly throughout—killing all ants present. They need not eat or even touch it.

Do not use CYANOGAS indoors. If ants are found in the house trace the line of foragers back to their nests in the soil.

To apply CYANOGAS most effectively probe the nest with a thin stick or screwdriver to about 6 or 8 inches. Adjust spout to can—allow about as much CYANOGAS as can be held on a dime to flow into the open hole. Then close hole with dirt.



CYANOGAS is also sold in larger containers at lower prices. Ask your dealer for literature giving instructions for control of pests other than lawn and garden ants.



Copyright 1940

American Cyanamid & Chemical Corporation, New York 20, N. Y.

LEAF 845 40M 4-45 HJL

PRINTED IN U.S.A.

Makes Cut Flowers
Last L-o-n-g-e-r

Floralife

Reg. U.S. Pat. Office
366,178; 2,230,931

**THERE IS ONLY ONE FLORALIFE
ACCEPT NO SUBSTITUTE**

- RETARDS WILTING
Even in Warm Rooms
- PREVENTS FADING
in Sunlight
- MAINTAINS FRAGRANCE
or to Recut Stems
- NO NEED TO CHANGE WATER
- PREVENTS STEM DECAY
- SUPPLIES BLOOMS WITH
Required Food Elements

If you can not purchase Floralife in your vicinity — Order Direct

WHY AND HOW *Floralife* LENGTHENS FLOWER LIFE

Your garden is your precious possession. You toil over it until your back is ready to break. But you love the work. You don't begrudge the toil nor the constant monetary expenditures involved. Nor do you mind "the long, long nights of waiting." Still, beyond question, you've worked hard and have a sizable investment.

Finally—at long last—the big day comes. The luscious blossoms burst into being! What beauties! So fragrant! So delicately colorful! Also, so fragile; all too ready to wilt and to die soon after cutting.

But wait! The situation is well in hand. On that kitchen shelf stands your answer: A packet or a drum of FLORALIFE. Whisk some into water. Stir it. Then remove lower leaves from the flowers' stems and sink the delicate green stalks into the FLORALIFE solution.

A Wise Move

Ah! You can almost hear those precious posies breathe a sigh of relief. Sentence postponed. 5 to 10 extra days of life—thanks to FLORALIFE! 5 to 10 more days to feast your eyes upon your handiwork. You're proud and you have a right to be. You've done a fine job of creating beauty. And now you have a second accomplishment to your credit: You've wisely enlisted the aid of FLORALIFE. Longer life for flowers; and no water changing or stem clipping. . . . Congratulations!

There's an ancient saying about the old world's peasant women: "An hour of childhood, a day of youth, and a lifetime of old age." It reminds us of flowers. It presents a challenge. Let's do what we can to make it much more than a day of youth for flowers—especially when the way is so simple and easy: The FLORALIFE way.

Your urge to perpetuate flower life is a natural one. It came to a famous rose-grower so strongly that he began to devote all his time to this objective. He called in the best chemists he could find. He explained to them the structure of a flower and



When you next order flowers from your florist, be sure to ask him to enclose a packet of FLORALIFE. Then the flowers will last many days longer, and you will not have to change the water nor re-clip the stems! (Of course, it must be FLORALIFE and not a substitute.)

how it lives, takes nourishment and breathes; why cut flowers, unaided, can survive only a short time.

"I want a compound," he explained, "that will kill and retard the formation of bacteria. It is the bacteria, found in all water, that kill cut flowers by plugging up the stems so they no longer can drink. I want some synthesis which will prevent bacteria from clogging the tiny tubes in flower stems—so they'll remain clear—open—free to drink up moisture and nourishment just as uncut flowers do. Think of what such a discovery would mean, gentlemen! If you can find the right combination of chemicals—harmless to flowers, deadly to bacteria—petals would not oxidize and change color. Tight buds would unfold gloriously. Such types as Snaps' and Stocks would open up clear to their tips! Cut flowers would last many days longer. Thus we would multiply the days of cheer

and inspiration beautiful blossoms bring to people."

Finally: Success!

With the botanical assistance of the rose grower, the chemists set to work with a will to conquer. But their goal was far away. Time passed. No perfect result had been achieved. But finally—on one great day they'll never forget—a formula was compounded that clicked! And how it clicked! The results were miraculous. A nourishing, sterilizing mixture capable of extending flower life 5 to 10 days! Patents were granted by the U.S. Government, and FLORALIFE was placed on the market.

That's what we offer you today—a patented, original compound—successful and respected; respected so thoroughly that famous florists and professional exhibitors depend on FLORALIFE as much as on the water which releases its wonder-work.

So use FLORALIFE with your home-grown blooms or with flowers from your florist. FLORALIFE—for buoyant beauty—more days of youth! . . . Order, in quantity, today!

Here is a photograph of an actual test. On the right: roses in untreated water—blossoms shrunken, petals turned from red to a dead blue and dropping off. Even the stems are wilted. On the left: bright, crisp roses with all their original color and beauty—thanks to the FLORALIFE-treated water in which they stand . . . FLORALIFE not only possesses antiseptic properties but also nourishment so pronounced that cut flowers actually grow in size! See what users say—on the next page.



FLORALIFE Inc.

JAMES SYKORA, Manager

1433-39 S. WABASH AVE.

CHICAGO 5,

ILLINOIS

*Read this page please for the whole *Floralife* story*

WHAT *Floralife* USERS WRITE:

"I had an interesting FLORALIFE experience with Canterbury Bells. They were brought to me a full week before our flower show opened. I put them in FLORALIFE solution and they were as fresh as newly cut when I took them to the show." Mrs. E.K.C. Bucksport, Me.

"Obtained a packet of FLORALIFE from my florist. It preserved my flowers so beautifully that I am enclosing \$1 for the bigger size." Mrs. J.W.M., Old Saybrook, Conn.

"At our meeting I told members I had no stock in the FLORALIFE Company but if they wanted to see FLORALIFE at work all they had to do was to look at the flowers on display. We gathered for three weeks before the show and practically embalmed them in FLORALIFE and a refrigerator. The flowers were as fresh on opening day as if they had just been picked!" V.G.C. Huntington, W. Va.

"Please let me know where I can buy FLORALIFE around White Plains or in New York City. I bought some at a florist's in Chicago some time ago

**IF YOU CAN
NOT PURCHASE
FLORALIFE
IN YOUR
VICINITY—ORDER
DIRECT**

and would like to have some FLORALIFE on hand as I find it maintains life in cut flowers longer than anything else." W.E.A., Scarsdale, N. Y.

"Please send, C.O.D. 6 boxes of FLORALIFE. I have used the previous six I ordered and am I pleased! FLORALIFE does keep my flowers beautifully." Mrs. V.B.C., Boontown, N. J.

"I have just lately come home from 3 weeks in the hospital and had many flowers. Their fragrance and life was prolonged by a gift of FLORALIFE. No one, so far as I can

find, in our town carries it. I wish to order a large size." Mrs. D. LeF., Amsterdam, N.Y.

"In a gift of flowers I received was enclosed a packet of your product (FLORALIFE) and I found it tremendously effective in preserving the life of cut flowers. Please send me some packets for which I enclose \$1." C.J.C., Webster, S. Dak.

"At our garden club meeting today one of our members said her florist encloses a little package of FLORALIFE every time he delivers cut flowers. She said 'FLORALIFE is simply miraculous.'" Mrs. E.E.B. Brentwood, Mo.

"While visiting friends Christmas I saw the effect of FLORALIFE on a bouquet of roses and it was a pretty sight to see. Can you send me the price of your product so that I can order?" F.I.C., Jersey City, N.J.

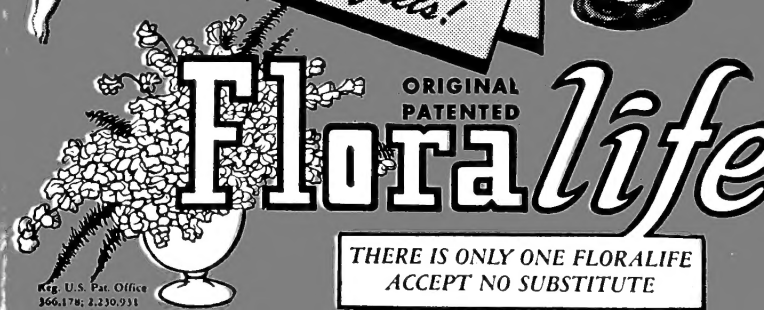
"I tried FLORALIFE and was so pleased with the results. Now I wish to buy some more." G.G., Columbia, Mo.

*The Patented
Flower Life
Extender*



FLORALIFE Keeps Indefinitely . . . Order the Economy Size!
Buy FLORALIFE from your florist, seedsman, druggist, hardware store, department store. But be sure you get FLORALIFE. FLORALIFE, Inc., 1433-39 S. Wabash Ave., Chicago 5, Illinois

*Makes Cut Flowers
Last 5 to 10 Days
L-o-n-g-e-r*



ECONOMY SIZES OF *Floralife*

Have FLORALIFE on hand at all times!

It is not enough to know that FLORALIFE will keep your cut flowers crisp, beautiful and fragrant for 5 to 10 days longer. It is equally important to have FLORALIFE in the cupboard—on hand—ready to greet all incoming bouquets. So order a bulk size and be prepared at all times to get more pleasure—over a longer period—from your flowers. (Once you treat water with FLORALIFE it does not need changing and you need not re-cut stems. Less care required—ideal in hospitals!)

REDUCED COST

Of course FLORALIFE would be a bargain if it cost several times its actual price. But why pay more than necessary? You can cut your FLORALIFE costs to a few pennies per bouquet by ordering one of the larger sizes. Bear in mind that FLORALIFE does not deteriorate.

If your dealer does not carry FLORALIFE (accept no substitute) then order direct from us.

100-QUART DRUM

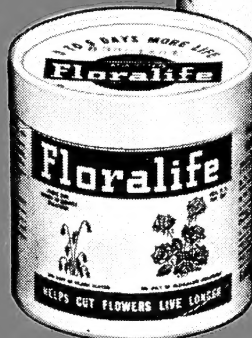
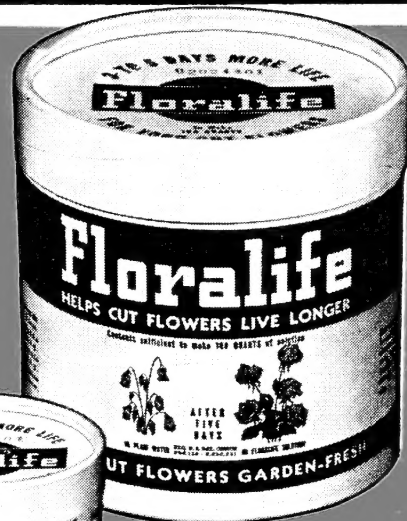
Order the "Bulk Size"

Here's the daddy of 'em all. A tremendous value and enough FLORALIFE for a long time to come! When you buy this 100-quart size you condition each vase of flowers for the cost of a postage stamp! That's a fact because the price on this big drum is only \$3. If you have a flower garden, or purchase florists' flowers often, this is your buy! **\$3**

30-QUART CAN

"Handy Home Size"

Lots of our friends order this 30-qt. size. Whenever they have flowers they simply dip into their can of FLORALIFE with a spoon and are all set to make those flowers last 5 to 10 days longer. A very handy way to keep FLORALIFE available at all times. **\$1**



Doubles the Life of Cut Flowers

THE GIFT BOX!

Designed for both personal use and for gift purposes. It's a tremendous bargain because it contains fifteen 10c packets—a \$1.50 value for only \$1. Enough to treat 30 quarts. The handsome box is a perfect gift to any flower-lover; unmatched for presentation to hospital patients because FLORALIFE does away with changing water and clipping of stems; also overcomes the deadly effect on flowers of the hot, dry air so often present in homes and institutions.

The Gift Box

Only \$1

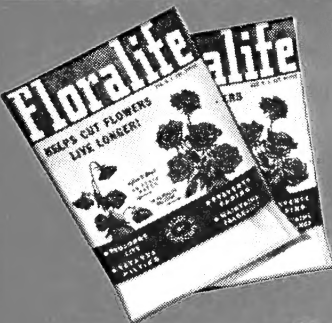
SAVE 50c
(Contains 15 10c pkts.)



GIFT BOX

10c PACKET

A 2-qt. size envelope of FLORALIFE costs 10c.



Since it often more than doubles the life of your bouquets it is a real bargain. And you very likely can purchase these packets at your drug, hardware or specialty store, or at your florists. Ask for FLORALIFE, the original, patented flower-life extender.

CAUTION!

There is only one FLORALIFE, but FLORALIFE's spectacular sales success has brought imitation—and confusion. So remember the name: FLORALIFE, the original product. FLORALIFE's formula is patented and cannot be duplicated. Be sure you get FLORALIFE. (Remember a girl's name: "Flora"! and you'll be safe from substitutes named and packaged similarly to FLORALIFE.)

King Alfred America's Majestic Daffodil



The King of Daffodils. Outstanding in every garden. Particularly attractive when planted in groups of 12 or more in beds and in the foreground of evergreen and shrubbery borders.

12 Large Bulbs ONLY \$1.65

50 for \$6.25; 100 for \$12.00.

Shipment about October 1st.